

Client: Amy Chelini
 Product:
 Campaign: Nov 6 2012 Election

Station Order

Letizia
 5460 Desert Point Drive
 Las Vegas, NV 89118
 702-777-2121

Rev #: 2
 Flight From: 10/17/2012 to 11/06/2012

Estimate No.:
 Contract No.:
 Job No.:

Buyer Name: Denise Bankert
 Sweeps: Share Jul 2012 -> HUT/PUT Nov 11

Market: LAS VEGAS
 Station: KSNV
 Station Contact: Larry Rosenberg

Actg. Order No.: 8050
 WS Order No.: 16182
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross					Total Spots	DMA P 55+ (R)
				Rate/ Total	Oct 15	Oct 22	Oct 29	Nov 05		
1	--WRF-- 04:30A-05:00A	EM 30	WAKE WAGNER	\$200.00 \$600.00	3	.	.	.	3	1.4 \$142.86
2	MTWRF-- 04:30A-05:00A	EM 30	WAKE WAGNER	\$200.00 \$1,800.00	.	5	4	.	9	2.0 \$100.00
Comment: 1X 10/29										
3	M----- 04:30A-05:00A	EM 30	WAKE WAGNER	\$200.00 \$200.00	.	.	.	1	1	2.4 \$83.33
4	--WRF-- 05:00A-06:00A	EM 30	WAKE WAGNER	\$450.00 \$1,350.00	3	.	.	.	3	3.2 \$140.63
5	MTWRF-- 05:00A-06:00A	EM 30	WAKE WAGNER	\$450.00 \$3,600.00	.	4	4	.	8	3.2 \$140.63
Comment: 1X 10/29										
6	M----- 05:00A-06:00A	EM 30	WAKE WAGNER	\$450.00 \$900.00	.	.	.	2	2	3.0 \$150.00
7	--WRF-- 06:00A-07:00A	EM 30	WAKE WAGNER	\$700.00 \$2,100.00	3	.	.	.	3	3.3 \$212.12
8	---RF-- 06:00A-07:00A	EM 30	WAKE WAGNER	\$700.00 \$1,400.00	.	.	2	.	2	3.1 \$225.81
9	M----- 06:00A-07:00A	EM 30	WAKE WAGNER	\$700.00 \$700.00	.	.	.	1	1	4.3 \$162.79
10	--WRF-- 07:00A-09:00A	EM 30	WAKE WAGNER	\$900.00 \$1,800.00	2	.	.	.	2	5.2 \$173.08
11	MTWRF-- 07:00A-09:00A	EM 30	TODAY SHOW	\$900.00 \$2,700.00	.	1	2	.	3	4.7 \$191.49
Comment: 3X 10/29										
12	M----- 07:00A-09:00A	EM 30	TODAY SHOW	\$900.00 \$900.00	.	.	.	1	1	4.1 \$219.51
Comment: 1X11/5										
13	--WRF-- 12:00P-12:30P	DT 30	NOON NEWS	\$425.00 \$850.00	2	.	.	.	2	2.7 \$157.41
14	MTWRF-- 12:00P-12:30P	DT 30	NOON NEWS	\$425.00 \$2,550.00	.	3	3	.	6	3.0 \$141.67
15	M----- 12:00P-12:30P	DT 30	NOON NEWS	\$425.00 \$425.00	.	.	.	1	1	3.2 \$132.81
16	--WRF-- 04:00P-05:00P	EF 30	FIRST NEWS	\$725.00 \$1,450.00	2	.	.	.	2	3.3 \$219.70
17	MTWRF-- 04:00P-05:00P	EF 30	FIRST NEWS	\$725.00 \$3,625.00	.	2	3	.	5	3.5 \$207.14
18	M----- 04:00P-05:00P	EF 30	FIRST NEWS	\$725.00 \$725.00	.	.	.	1	1	3.2 \$226.56
19	----S- 06:30P-07:00P	PA 30	WHEEL/JEOP	\$525.00 \$1,050.00	.	1	1	.	2	4.1 \$128.05
20	----S- 06:00A-07:00A	EM 30	SAT EARLY NEWS	\$350.00 \$1,050.00	1	1	1	.	3	1.1 \$318.18
21	--WRF-- 04:30A-05:00A	EM 30	WAKE WAGNER	\$50.00 \$50.00	.	.	1	.	1	1.4 \$35.71
22	MTWRF--	EM	TODAY SHOWII	\$425.00	.	.	1	.	1	3.4

Advertiser: Amy Chelini
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				Rate/ Total	Oct 15	Oct 22	Oct 29	Nov 05	
23	09:00A-10:00A M-----	30 EM	TODAY SHOWII	\$425.00 \$425.00	.	.	.	1	1 4.3
24	09:00A-10:00A MTWRF--	30 DT	DR. PHIL	\$425.00 \$450.00	.	.	2	.	2 2.0
25	03:00P-04:00P MTWRF--	30 DT	RACHEL RAY	\$900.00 \$325.00	.	.	1	.	1 1.9
26	11:00A-12:00P M-----	30 DT	RACHEL RAY	\$325.00 \$325.00	.	.	.	1	1 2.9
	11:00A-12:00P	30		\$325.00					\$112.07
				\$32,225.00	16	17	25	9	67

47.2 71.8
 48.7 30.4

Monthly Totals

Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Oct	33	95.9	\$15,800.00	\$164.75
Nov	34	102.2	\$16,425.00	\$160.71
	67	198.1	\$32,225.00	\$162.67

Comments

Station Remarks:

10/23- Revised Traffic
 Run new spot effective immediately 10/23.
 ElectAmyCheliniREV2.
 Spot has been sent to your station. 10/22.

Revised Traffic: 10/17

Run 10/18-11/5- DO NOT RUN SPOTS PAST 11/5.
 Elect Amy Chelini REV @ 100%
 Please switch out creative asap.
 Please sign and return traffic
 Spot will be sent to stations 10/17 by noon.

Traffic: 10/16

Run:
 10/17-10/17 - DO NOT RUN SPOTS PAST 10/5.
 Elect Amy Chelini @ 100%
 Spot will be sent by 2pm 10/16.

By: _____

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Comments